

How to Drive Motivation That Lasts

1 Primary Objective: Reps Win, You Win

Gamification isn't an end—it's the methods used to ensure your reps achieve success (and you hit your number). Like Ambition's evolution from gamified leaderboards to AI-driven coaching, it's about turning behaviors into results.

In the early days, gamification focused on digital badges and avatars. Today it's combining performance visibility with human intelligence + AI, orchestrating behaviors that fuel revenue. When reps clearly see the path to success and feel recognized along the way, they stay motivated and accountable.

"With Ambition, I'm able to set it and forget it and just watch the scores and activity roll in. We always loved competitions, but now with the right visibility, they've become part of our culture."

Sales Leader,
Dallas Mavericks

Guidance

You have to clearly understand the destination you're trying to incentivize your reps to reach. Is it more high quality deals in the pipeline? Is it more upsells of a new product line? Be clear, so your reps understand the purpose.

2 Engage High-Quality Behaviors, Not Just Activity

Reward actions that align with outcomes, not just outputs. Experts agree, **points or rewards should be earned for executing the desired behaviors, not mere deal closings**, and badges or awards need real meaning, not participation trophies. Gamification is most effective when your audience is focused on behaviors that lead to long-term results. For example at Ambition we guide our clients: don't just track pipeline metrics (for example), track and gamify the behaviors and the opportunity hygiene that drives consistent, sustainable revenue performance. Once you have the muscle memory, you'll be positioned to drive more revenue.

One software company found that once Ambition competitions highlighted call volume and manager alerts recognized milestones, **up to 10% of reps began hitting 250 calls a day**—and high achievers consistently pushed beyond their own benchmarks.

Pro Tip

As leaders, we can overly focus on the "we have to deliver revenue this quarter (or this month)!" which is true! BUT, we're using gamification to grow our culture and plant the seeds we can harvest going forward. Hitting send more or knocking on more doors doesn't help us win if they are not the right targets. Volume ≠ value.

3 Build Competition That's Fun, Healthy, and Sustainable

Friendly rivalry and inter-company competition can lock in performance, without being toxic. Be aware and be thoughtful to avoid alienation or sellers giving up: **set challenges among peers with similar chances at winning**. Or use a normalized scoring method (such as an Ambition Activity Score) to level the playing field across diverse groups of performers or roles. Lastly, at Ambition we advise blending data-driven coaching on the metrics alongside the contest celebrations - ideally the output is leading to performance outcomes!

Customers often start simple—like a “Sales Olympics” contest where reps chose countries and competed head-to-head. That single event drove a **40% increase in activity scores**. Over time, competitions, leaderboards, **TV displays**, and accolades become embedded in team culture, making performance both visible and fun.

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4 Back to the Office? Gamification Fuels Culture

Every week more companies announce Return to Office initiatives in the hopes of spurring productivity and team collaboration. Sales orgs continue to be more hybrid - splitting time between remote + back in office - which is requiring gamification and better team communication to act as the social glue. It’s not just about metrics—it’s about building energy, connection, and shared wins.

Teams report that competitions and recognition channels double as **engagement engines for RTO initiatives**, helping leaders energize their culture and give sellers a shared sense of momentum.

Use intelligent alerts, Teams and TV celebrations, live leaderboards, and peer recognition to generate engagement and ramp culture face-to-face or hybrid.

Pro Tip

The new way of working is starting to look a little bit more like the old way. People crave both the flexibility and convenience of remote, with the culture and energy of working alongside peers. Utilize gamification to provide motivation and momentum wherever your people work.



Playbook Snapshot

THEME	HOW TO APPLY IT
1. Win Together	Anchor initiatives on real rep success: behaviors, deals, momentum.
2. Behaviors First	Reward high impact processes and conversions like pipeline hygiene, quality demos—not just bulk numbers.
3. Competition with Care	Group reps with similar benchmarks. Use KPIs + coaching combo. Celebrate, don't shame.
4. Culture Acceleration	Use gamification to energize RTO culture: shared wins, Teams/Slack alerts, accolades and highlight wins on TVs for recognition.

Why It Works

- ◆ **Recognize the Process:** We can obsess with outcomes, but they only come if we are running great selling process + putting in the effort.
- ◆ **Sustainable Engagement:** Intrinsic motivation via meaningful behaviors beats flashy prizes or ad hoc SPIFS. The selling culture has to be long term.
- ◆ **Evolve the Sophistication:** At Ambition, we see the most success as customers elevate from simple leaderboards to AI-powered coaching and insights.
- ◆ **Gamification Is Part of The Cycle:** Managing sellers is like managing your pipeline. There are unique periods, requiring special coaching methods.



Final Thought

Gamification isn't just a fun overlay, it's a strategic system that ties sales behavior to performance, culture, and consistency. With the right tools, you can create an internal engine that powers rep success and scales revenue.

Want to see this framework in action? [Explore how competitions, leaderboards, and accolades come together in Ambition to fuel motivation and scale revenue growth.](#)

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